



WC 11-47

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Via US Mail

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APR 11 2011

FCC Mail Room

National Brands, Inc. d/b/a Sharenet Communications Company
4633 West Polk St.
Phoenix, AZ 85043
Phone: (602) 269-3201

Ms. Marlene H. Dortch, FCC Secretary
9300 East Hampton Drive
Capitol Heights, MD 20743
Attn: Office of the Secretary

Re: Application To Discontinue Service for National Brands, Inc. d/b/a Sharenet Communications Company, pursuant to Section 214 of the Communications Act of 1934, as amended, 47 U.S.C. Section 214, and 47 C.F.R. Section 63.71 of the Commission's Rules, to discontinue domestic and international services as a reseller of telecommunications services

Dear Ms. Dortch:

The original and three copies (3) copies of this letter and Application to Discontinue Service is submitted on behalf of National Brands, Inc. d/b/a Sharenet Communications Company (Sharenet) to discontinue domestic and international services as a reseller of telecommunication services. The Company plans to cease all operations nationwide on or before June 1, 2011. Sharenet offers Alternative Operator Services, and has no presubscribed customers. However, notice has been provided via US mail on June 1, 2011 to the hotel and pay telephone aggregators who facilitate the use of Sharenet services for transient end users.

In a separate joint application of Integra Telecom Holding, Inc. and Sharenet (WC Docket 10-225), Sharenet is requesting permission to transfer its local Customers in Arizona. This application addresses Sharenet's remaining operations which are limited to Alternative Operator Services in the states listed herein.

Also included in Exhibit A is the service lists and in Exhibit B a copy of the Customer notice.

Expedited handling of this request would be greatly appreciated.

Please acknowledge receipt of this filing by date-stamping the extra copy of this cover letter and returning it to me in the self-addressed, stamped envelope provided for this purpose. If there are any questions regarding this filing, please do not hesitate to contact me at (407) 740-3002 or via email to cwightman@tminc.com.

Ms. Marlene H. Dortch, FCC Secretary
9300 East Hampton Drive
April 4, 2011
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Thank you for your assistance in this matter.

Sincerely,

A handwritten signature in cursive script, appearing to read "C. Wightman".

Connie Wightman
Consultant to National Brands, Inc. d/b/a Sharenet Communications Company

Enclosure

cc: Gary Joseph – National Brands
File: NTBR - FCC
tms: FCx1101

Before the
FEDERAL COMMUNICATIONS COMMISSION
Washington, D.C. 20554

In the Matter of)
Section 63.71 Application of)
National Brands, Inc. d/b/a Sharenet)
Communications Company)
to Discontinue Service)

File No. _____

APPLICATION TO DISCONTINUE SERVICE

National Brands, Inc. d/b/a Sharenet Communications Company ("Sharenet") hereby requests, pursuant to Section 214 of the Communications Act of 1934, as amended, 47 U.S.C. Section 214, and Section 63.71 of the Commission's Rules, 47 C.F.R. Section 63.71 of the Commission Rules, to discontinue domestic services and to discontinue international services (ITC-214-19961030-00545), as a reseller of telecommunications services.

Sharenet is a corporation organized under the laws of the State of Arizona. In support of Sharenet's request for authorization to discontinue service, the following information is submitted pursuant to Section 63.71 of the Commission Rules, 47 C.F.R. Section 63.71.

1. The name, address and telephone number of the applicant:

National Brands, Inc. d/b/a Sharenet Communications Company
4633 West Polk Street
Phoenix, AZ 85043
Telephone: 602-516-1207
Facsimile: 602-272-3741

Correspondence concerning this application should be sent to:

Connie Wightman
Consultant to National Brands, Inc. d/b/a Sharenet Communications Company
Technologies Management, Inc.
2600 Maitland Center Parkway, Suite 300
Maitland, FL 32751
Phone: 407-740-3002
Telephone: 407-740-0613
Facsimile: cwightman@tminc.com

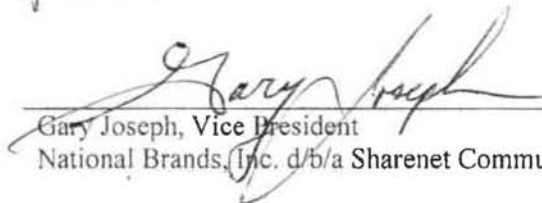
2. The Company began offering domestic interstate and international Alternative Operator Services in 1990, and plans to cease all operations nationwide on or before December 31, 2010.
3. Sharenet is authorized to offer resold long distance using alternative operator services in the following states:
Arizona, California, Colorado, Idaho, Indiana, Kentucky, Michigan, Minnesota, Montana, Nevada, New Mexico, Ohio, Oregon, Texas, Utah and Wyoming. The jurisdiction of actual calls varies.
4. Sharenet provides Alternative Operator Services. A separate joint application of Integra Telecom Holdings, Inc. and Sharenet is pending for approval of the sale of Sharenet's local services which are provided only in Arizona. See WC Docket 10-225.
5. Sharenet is non-dominant with respect to the services being discontinued. The public convenience and necessity will not be adversely affected, because customers will be able to receive the same service or a reasonable substitute from a wide array of other carriers throughout the country. The alternative operator service industry is in decline in large part due to the growth of wireless services. As a result, revenues have declined to a point that it is no longer a viable line of business for the Company.
6. Individual customer notice is not possible since the Applicant does not have a presubscribed relationship and has no customer contact information. There are no presubscribed customers to notify. However, notice has been provided via US mail on October 29, 2010 to the hotel and pay telephone aggregators who facilitate the use of Sharenet services for transient Customers. All Sharenet aggregators who are not already set up with an alternative carrier only need to reprogram their pay telephone dialers to route AOS or PBX calls to an alternate operator service provider. A copy of the notice is provided in Exhibit B.

7. Notice has been sent to the State Regulatory agencies, Governors' offices and the Department of Defense, as required under Section 63.71, concurrent with each state's discontinuance and/or this filing. A service list is provided in Exhibit A.
8. A letter of notification to the Office of the Secretary and Chief of the International Bureau is being simultaneously submitted electronically via the International Bureau Filing System (IBFS).

Conclusion

Pursuant to Section 214 of the Communications Act of 1934, as amended, 47 U. S. C. Section 214, and 47 C. F. R. Section 63.71 of the Commission Rules, the Company understands that this application will be automatically granted on the 31st day after the Public Notice is released, with no Commission notification to the Company, unless the Commission has notified the company that the grant will not be automatically effective.

Dated this 21st day of April 2011.



Gary Joseph, Vice President
National Brands, Inc. d/b/a Sharenet Communications Company

Connie Wightman
Consultant to National Brands, Inc. d/b/a Sharenet Communications Company
Technologies Management, Inc.
2600 Maitland Center Parkway, Suite 300
Maitland, FL 32751
Phone: 407-740-3002
Fax: 407-740-0613
E-Mail: cwightman@tminc.com

National Brands, Inc. d/b/a Sharenet Communications Company

Exhibit A

Service List

Exhibit A

Governor Service List

Governor of Arizona
1700 W. Washington
Phoenix, AZ 85007

Governor of California
State Capitol Building
Sacramento, CA 95814

Governor of Colorado
136 State Capitol
Denver, CO 80203-1792

Governor of Idaho
700 W. Jefferson, 2nd Floor
PO Box 83720
Boise, ID 83720-0034

Governor of Indiana
State Capitol Building
Indianapolis, IN 46204

Governor of Kentucky
700 Capitol Ave.
Frankfurt, KY 40601

Governor of Michigan
PO Box 30013
Lansing, MI 48909

Governor of Minnesota
130 State Capitol
75 Constitution Ave.
St. Paul, MN 55155

Governor of Montana
State Capitol Building
Helena, MT 59620

Governor of Nevada
State Capitol Building
101 N. Carson Street
Carson City, NV 89701

Governor of New Mexico
State Capitol Building
Santa Fe, NM 87503

Governor of Ohio
77 South High St
30th Floor
Columbus, OH 43215

Governor of Oregon
State Capitol Building
Salem, OR 97310

Governor of Texas
PO Box 12428
Austin, TX 78711-2428

Governor of Utah
210 State Capitol
Salt Lake City, UT 84114

Governor of Wyoming
Wyoming State Capitol
200 West 24th Street
Cheyenne, WY 82002

Exhibit A, (Cont'd.)

FCC Service List

Secretary of Defense
Attn: Special Assistant for Telecommunications
Pentagon
Washington, D.C. 20301

FCC Form 499 Data Collection Agent
Universal Service Administration Corporation
200 L Street NW, Suite 200
Washington, DC 20036

Exhibit B

Customer Notice

To: Sharenet Operator Services Customers

From: Gary Joseph

Date: April 4, 2011

Subject: Operator Assisted Calling Services

This memorandum is to sincerely thank you for your business and your support over the years. As everyone is well aware, the erosion of call volumes has been severe over the last few years and continues to decline. As a result, it has simply reached the point that the Operator Services business is no longer a viable business for Sharenet. Accordingly, on or after June 1, 2011, Sharenet will cease processing all operator service calls, and will relinquish all state and federal authorities to operate as a long distance carrier, subject to all necessary regulatory approvals.

At any time prior to June 1, 2011, you may redirect your operator traffic to the presubscribed carrier or make arrangements to reprogram your pay telephones, dialers, or PBX systems to route 0-dialed to the operator service provider(s) of your choice. If you do not take this step prior to our official discontinuance, your operator service calls will route to your presubscribed carrier or to your designated back up carrier. Calls routed by dialers and PBX systems could be disrupted unless an alternative is specified.

Please feel free to contact me at 602-516-1207 if you have any questions or if I can be of help to you in any way. Again, thank you very much for your past support and your understanding.

Gary


CERTIFICATE OF SERVICE

National Brands, Inc. d/b/a Sharenet Communications Company

STATE OF ARIZONA)

COUNTY OF MARICOPA)

On this date, April 4, 2011, Notice has been sent to the State Regulatory agencies, Governors' offices and the Department of Defense, as required under Section 63.71, concurrent with this filing. A service list is provided in Exhibit A.



For Shipping Department
Technologies Management, Inc.